

# **General Services Administration**

## **Federal Supply Service Authorized Federal Supply Schedule Price List**

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*, a menu-driven database system. The INTERNET address for GSA Advantage! is: [www.GSAAdvantage.gov](http://www.GSAAdvantage.gov)

**Schedule Title: Transportation, Delivery & Relocation Solutions (Schedule 48)**

**Federal Supply Class: V301, V111 & V112SC Group/SIN 411-3**

**Contract Number: GS-33F-0014U**

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at [www.fss.gsa.gov](http://www.fss.gsa.gov)

**Contract Period: May 2, 2008 – May 1, 2013**



**Rothleder Associates, Inc.  
315 Bonifant Road  
Silver Spring, Maryland 20905  
Telephone: 301-384-5696  
Fax: 301-384-5881  
Web Site: <http://www.rothlederassociates.com>**

**Contractor's Representative  
Linda Rothleder, SCRP, GMS  
301-384-5696  
[Linda.rothleder@rothlederassociates.com](mailto:Linda.rothleder@rothlederassociates.com)  
Business Size: Small Woman-Owned**

## **CUSTOMER INFORMATION**

- 1a. Special Item Number (SIN) 411-3, Transportation Consulting Services (including move management and relocation).**
- 1b. See Attachment 1 for Pricing of Tasks.**
- 1c. See Attachment 1 for Labor Categories.**
- 2. Maximum Order: \$1,000,000.00**
- 3. Minimum Order: \$100.00**
- 4. Geographic Coverage (delivery area): Worldwide.**
- 5. Point(s) of Production: Silver Spring, Maryland 20905.**
- 6. Discount from list: Prices stated are net prices. Discounts are inclusive.**
- 7. Quantity Discounts: Not Applicable.**
- 8. Prompt Payment Terms: Net 30 calendar days.**
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.**
- 9b. Government purchase cards are accepted above the micro-purchase threshold.**
- 10. Foreign Items: U.S. only**
- 11a. Time of Delivery: Negotiated at the task order level.**
- 11b. Expedited Delivery: All items in Price List are available for expedited delivery.**
- 11c. Overnight and 2Day Delivery: Overnight and 2day delivery is available based on task order.**
- 11d. Urgent Requirements: See Contract Clause IFSS14B. Agencies may contact the Contract Administrator to obtain faster delivery.**
- 12. F.O.B. Point(s): Destination.**
- 13a. Ordering Address:**  
**315 Bonifant Street**  
**Silver Spring, Maryland 20905**  
**Telephone: 301-384-5696**  
**Fax: 301-384-5881**  
**Web: <http://www.rothlederassociates.com>**
- 13b. Ordering Procedures: For supplies and services, the ordering procedures are contained in the FAR. Information on Blanket Purchase Agreements (BPA's) can be found in Federal Acquisition Regulation (FAR) 8.4053 and the CSA/FSS schedule homepage ([www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules)).**
- 14. Payment Address:**  
**315 Bonifant Road**  
**Silver Spring, Maryland 20905**  
**Telephone: 301-384-5696**  
**Fax: 301-384-5881**  
**Web: <http://www.rothlederassociates.com>**
- 15. Warranty Provision: Rothleder Associates warrants that all work products and services provided will satisfy the requirements of the task orders obtained through this schedule.**
- 16. Export Packing Charges: Not Applicable.**
- 17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level): None.**
- 18. Maintenance and Repair: Not Applicable.**
- 19. Installation: Not Applicable.**
- 20. Repair Parts: Not Applicable.**
- 20a. Other Services: Not Applicable.**
- 21. Distribution Points: Not Applicable.**

- 22. Participating Dealers: Not Applicable.**
- 23. Preventative Maintenance: Not Applicable.**
- 24a. Special Attributes: Not Applicable.**
- 24b. Section 508 compliance: Available and negotiated through task order.**
- 25. Data Universal Number System (DUNS) number: 026929765.**
- 26. CCR registration: Rothleder Associates is registered in the CCR database.**

## **Rothleder Associates Overview and Selected Client List**

Rothleder Associates (RA) is a woman-owned small business specializing in transportation, relocation and travel services for the private sector and government. Founded in 1984, RA has maintained a consistent level of outstanding service to companies and agency clients. Rothleder Associates, Inc. has been a consultant to, and subject matter expert for, the private sector, Federal agencies and many DoD components including: the Office of the Secretary of Defense, Office of Family Policy (OSD OFP, MC&FP), Defense Housing Management Office (DHMSO), Surface Deployment and Distribution Command as well as ALL the individual Services since 1984.

Projects have ranged from: designing pilot programs; designing and delivering worldwide training; creating automation and web sites; web site content development and maintenance; performing studies and research, and data collection and maintenance for the worldwide Relocation Programs. Currently, RA works directly with the Military Surface Deployment and Distribution command, OSD and Service Headquarter representatives including DLA and the USCG. RA works directly with over 356 installations worldwide. RA has worked for many specialized components such as USACC and USAREC.

## **SIN 411-3 Transportation Consulting Services**

**Rothleder Associates** is a woman-owned small business incorporated in the State of Maryland since 1984. We support a wide array of government and private sector clients, including Fortune 500 firms and the Department of Defense. For over two decades Rothleder Associates has been at the forefront of relocation, travel, and transportation reengineering. Since 1996, **Rothleder Associates** has operated the **Military Mobility Coalition (MMC)** to provide specific transportation and move management support to the transportation industry and Executive Agencies.

MMC is an appointed member of the USTRANSCOM Executive Board and has worked on all business process reengineering initiatives and working groups since 1996. This includes committees on redesign of the 400-N Tariff to the 400-NG for the shipment and storage of household goods; claims process; customer counseling and web based interfaces; automated information management systems development including the new Defense Personal Property system and its predecessors; and quality assurance and performance metric development.

**Rothleder Associates** is a consulting firm with expertise in transportation, relocation, and travel, providing a wide array of services to government and private sector clients, including:

- Policy analysis and evaluation
- Benchmarking private sector programs
- Program development, implementation and evaluation
- Process mapping
- Business reengineering
- Development and maintenance of content for web sites
- Data collection and analysis
- Performing studies, analysis and reports for policy development
- Drafting of regulations and instructions
- Expert speakers
- Recognized industry expert
- Design and delivery of training programs and educational materials
- Design and publication of program management materials
- Design and publication of workshops and briefings
- Marketing, market research and proposal writing

Our work is designed around our philosophy of **COR Value**...Creativity - Objectivity – Results

**COR Value** is our comprehensive solution approach for full-spectrum consulting services. It is our way of delivering Creative advice and Objective guidance leading to Results-oriented solutions that create Value. **Rothleder Associates COR Value** approach helps our clients:

- **Identify strategic objectives**
- **Design solutions to meet those objectives**
- **Rapidly deliver successful and cost-effective programs to implement those solutions**

**Rothleder Associates** helps clients develop a disciplined, repeatable approach that focuses agency efforts and investments. **COR Value** can be your basis for measuring organizational progress and the return on your investment.

## Attachment 1 Pricing Schedule

Hourly labor rates by contract year for Rothleder Associates

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Senior Executive/Project Director	\$147.07	\$152.22	\$157.55	\$163.06	\$168.77
Management Consultant/Program Analyst III	\$114.13	\$118.12	\$122.26	\$126.54	\$130.97
Program Manager/Consultant/Content Specialist	\$105.89	\$109.60	\$113.43	\$117.40	\$121.51
Consultant/Program Analyst II	\$88.44	\$91.54	\$94.74	\$98.06	\$101.49
Program Analyst I/Web Manager	\$52.95	\$54.80	\$56.72	\$58.71	\$60.76
Administrative Assistant/Researcher	\$21.18	\$21.92	\$22.69	\$23.48	\$24.30

## Labor Categories

The labor categories, functions performed and qualifications for Rothleder Associate staff are presented in the table below:

Labor Category	Function Performed	Qualifications, minimum training, experience and education and certifications
Senior Executive/Project Director	Responsibility for business; manages project; quality assurance; oversees each team member; keep budget and accounting; client relations; subject matter expert in the field of travel, transportation and relocation management; industry leader; qualified trainer	<ul style="list-style-type: none"> <li>- Ph.D. and/or Master's Degree (or equivalent experience) from an accredited college or university</li> <li>- Senior Certified Relocation Professional and/or Global Mobility Specialist as designated by Employee Relocation Council</li> <li>- Over 15 years experience in business and training disciplines (sales, budgeting, strategic planning, public speaking, etc)</li> <li>- Excellent oral and written communication skills.</li> <li>- Proficient use of MS Office suite</li> </ul>
Program Analyst III/Management Consultant	Subject matter expert in the field of travel, transportation and relocation management;	<ul style="list-style-type: none"> <li>- Master's Degree and/or Bachelor's degree from an accredited college or</li> </ul>

Labor Category	Function Performed	Qualifications, minimum training, experience and education and certifications
	Gives public presentations and publishes in their area of expertise; Provides back up to senior executive; Senior trainer; Supervises team	university - Over 10 years experience in consulting arena - Experience in curriculum development and training - Excellent oral and written communication skills - Proficient use of MS Office suite
Program Manager/Consultant/Content Specialist	Industry expert in field of travel, transportation and relocation management; Makes presentations; Interacts with client on daily basis; quality control and configuration management; responsible for keeping projects on time and within budget	- Bachelor's degree from an accredited college or university - Over 5 years experience in consulting and training - Excellent oral and written communication skills. - Proficient use of MS Office suite
Program Analyst II/Consultant	Drafting of reports; Management of data base; Regression testing; Provides QA/QC of data in data bases and all content; Presents training on travel, transportation and relocation services	- Bachelor's degree from an accredited college or university - 1 to 3 years experience in consulting or related areas of business - Excellent oral and written communication skills - Proficient use of MS Office
Program Analyst I/Web Manager	Data review and analysis; QA/QC content into compliance matrices; Reviews reports; Manages data entry to data bases in area of travel, transportation and relocation services	- Bachelor's degree from an accredited college or university with an expertise in automated information systems - Entry level position - Proven track record in managing web databases - Proficient in MS Office
Administrative Assistant/Researcher	Provide support to management team and customers; Produces reports; Prepares materials; Keeps compliance logs; Supports logistics for businesses in travel, transportation and relocation services	- Associate's degree or equivalent business experience - 1 to 3 years experience in administrative and/or business role - Attention to detail and excellent organizational skills - Proficient use of MS Office